

Western Wyoming Community College

Admissions Program Review 2008-2009

Program Members

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Section I: Overview

The Admissions Office is a part of the Student Success Services Western Wyoming Community College (WWCC). The department consists of a director of admissions, an admissions counselor, an admissions assistant and an admissions office assistant. The Admissions office at WWCC is responsible for all applications in the admission process on campus and outreach centers. As part of the process, files are created, personal and educational data is recorded into Colleague, transcripts are recorded, incomplete application letters are sent as needed, complete applications are scanned with ImageNow and recorded for Registration and Records, and domestic and international students' applications are then accepted for admissions at WWCC.

Purpose of the Program

The basic function of Admissions is to recruit and promote WWCC to domestic and International students, facilitate admissions processing of prospective and applicant data, report and administer survey work supporting institutional reporting. The Admissions office duties include regular high school visits, scheduling college planning days, participate in college fairs, produce mailings, events, publications, website updates and Student Ambassadors.

The existence of this department allows the college to fulfill its objective of providing post secondary education to its primary service area of southwest Wyoming.

Guiding Principles

WWCC has a set of Guiding Principles that help to guide the college's planning effort and decision making process. The Guiding Principles are the basis for the College's culture and approach to teaching and learning.

Learning Is Our Purpose

Provide accurate and timely information to the prospective students and their families in order to make an educated decision regarding enrollment at WWCC.

Students Are Our Focus

Informing, educating, recruiting and admitting prospective students is the focus in order to provide an environment that encourages success for a diverse student population.

Community Is Our Partner

The Admissions staff will interact with community members, organizations, local businesses and service area industry. This Guiding Principle enriches community life and will promote more active connections and involvement in the community. These events include: Citywide Clean Up Day, Free Day, Sweetwater County Fair, City Holiday Christmas Parade and other community events. These events serve as a cultural resource while assessing and responding to the community's needs.

Adapting To Change Defines Our Future

Admissions has the ability to adapt to changing enrollment goals set by the Marketing Team and administration of WWCC by encouraging and supporting innovation in student population and technology with informed risk taking, providing an environment in which students and staff can adapt positively to change and new recruiting techniques.

Ethical Standards Guide Our Actions

The Admissions office is committed to the highest standard of professionalism, treating all individuals with respect, demonstrating integrity knowing we value our students, employees and all people with whom we interact. The highest standards of academic integrity and professionalism will allow the department to implement college policies consistently with practical and ethical decisions.

Primary Goals

Admissions Primary Goals	Guiding Principles / Student Success	Assessment Measurements
Provide high quality and comprehensive marketing publications. Targeting different audiences and providing accurate and timely information.	Guiding Principles: Students Are Our Focus. Student Success: Communicate Competently.	Produce (4) four- color print material, Create Admissions Survey, Monitor number of profiles created on ActiveAdmissions, Count number of on-line applications.
Offer admission counseling to traditional and non-traditional, full-time and part-time and international students.	Guiding Principles: Learning Is Our Purpose, Students Are Our Focus, The Community Is Our Partner. Student Success: Communicate Competently and Develop Life Skills.	Increase prospective students inquires, Increase campus visits, Count number of profiles created on ActiveAdmissions.
Maintain a knowledgeable, informed, professional, accessible and honest staff.	Guiding Principles: Students Are Our Focus and Employees Are Our Most Important Resource. Student Success: Communicate Competently, Retrieve Information, Solve Problems and Develop Life Skills.	Continue staff training and meet with Department Chairs regarding updates to programs, Attend Webinars, Contact high school counselors.
Create and maintain communication	Guiding Principles: Learning Is	Create (7) seven

<p>management tracks in Colleague.</p> <p>Implement and maintain ActiveAdmissions.</p>	<p>Our Purpose and Students Are Our Focus.</p> <p>Student Success: Communicate Competently and Solve Problems.</p>	<p>communication management tracks, count the number of mailings, Count the number of profiles created with ActiveAdmissions, Review number of web hits on admissions pages.</p>
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Section II: Fact Finding

Customers and Clients

The Admissions office serves traditional age students, non-traditional age students, international students, and local industry in-state and out-of-state. Currently, Admissions is focusing on recruiting minority students and non-traditional students.

High School Visits and College Fairs

Admissions has (19) nineteen primary service area high schools which include the following: Big Piney High School, Cokeville, High School, Encampment High School, Evanston High School, Farson – Eden High School, Green River High School, Green River Expedition Academy, Hanna Elk Mountain High School, Independence High School, Kemmerer High School, Little Snake River High School, Lyman High School, Manila High School, Mountain View High School, Pinedale High School, Rawlins High School, Rock Springs High School, Saratoga High School and Star Valley High School. Our primary high schools, Farson – Eden High School, Green River High School, Green River Expedition High School, Independence High School and Rock Springs High School are visited monthly during the fall and spring semesters. The remaining Wyoming high schools are visited a minimum of (2) two times during the academic school year. The major focus of the Admissions office is to maintain regular and consistent personal contact with all high schools, their students and to continue to build relationships with counselors.

Admissions personnel will attend college fairs in Colorado, Idaho, Utah and Wyoming and conduct approximately (8) eight weeks of spring follow up travel across Wyoming and Utah. Recruitment efforts help broaden the geographical representation at WWCC.

Mailings

Admissions uses Colleague as the prospect and applicant database. Information is maintained and updated and requires extensive data entry and scanning of applicant's documents. Using communication management through Colleague initiates a sequence of information tracks for prospective students who are identified as prospects, applicants and accepted applicants. The Admissions office contacts prospective high school students a minimum of (4) four times for freshman and sophomores and (6) six times for juniors and (12) twelve times for

seniors.

Events

The Admissions office hosts events for traditional and non-traditional students throughout the academic year. Events sponsored in the 2008-2009 year include: on-site registrations for local industry, (2) two non-traditional open houses , Choices Program, Get Away Day, Senior Day, New Futures – College for a Day, and the President’s Honors Scholarship Banquet. Admissions will also assist with (14) fourteen domestic and (1) one international registration programs throughout the summer, (6) six financial aid nights, College Goal Sunday, Labor Union Night, Sweetwater County Fair, Free Day and various WWCC athletic events.

Student Ambassador Program

The Student Ambassador program was created in 1989. This group of students represents traditional, non-traditional students and International students. In 2008- 2009 the ambassador program elected their first cabinet – president, vice president, secretary and a treasurer. Ambassador’s meet on the third Tuesday of the month to review and plan upcoming events. Student Ambassadors continue to involve themselves with community projects. The Student Ambassadors assist with College marketing efforts, special events including Campus Visits, registration programs, and campus tours.

Facilities and Equipment

The Admissions office is centrally located in the main entrance next to the Housing Department. The office is currently accommodating (4) four staff members in (3) three different offices. Centralization could improve communication, but the current office space does not have space for (4) four employees, work study students, Student Ambassadors or conference room to provide admissions counseling to prospective students and their families, as well as, adequate storage.

Equipment

All Admissions office equipment has been updated and new computers were purchased in 2008. The college policy is to update computers every (4) four years. Software updates are on-going. Admissions is in need of more seats on ImageNow, so staff can scan and review imaged material while helping prospective students.

The Admissions office is currently in the process of implementing ActiveAdmissions, a personalized and engaging recruiting tool. An ActiveAdmissions committee was created for implementation and is undertaking the (18) eighteen month process.

Printed Materials and Website

Print Material:

The Admissions Office is responsible for the annual coordination, design and printing of the Admissions Viewbook, financial aid scholarship stand alones, degree programs stand alones, event postcards and recruiting posters.

Nate Wiest (Rock Springs High School Counselor) had one student from each class at Rock Springs High School review WWCC's Viewbook, financial aid scholarship stand alone, recruiting poster and our on-line application. All the students surveyed stated the publications were fun, busy and the students liked the MTV feel.

Website:

WWCC recently hired James Tower from a marketing firm out of Minneapolis to review and implement changes to the WWCC website. The Admissions office is currently in the process of implementing ActiveAdmissions, a personalized and engaging recruiting tool using the WWCC's web pages. The pages that will be redesigned are the Future Students, Academics, Admissions, Residence Life, Student Life, domestic on-line application, communication management, and application process.

Admission works closely with the WWCC Web Master to update, and change Admissions web pages and use current technologies. Nate Wiest (Rock Springs High School Counselor) had one student from each class at Rock Springs High School review WWCC's website. Most students felt the site was easy to navigate and they found information easily. Students stated the on-line application was hard to fill-out and submit and never knew if their application was submitted to Admissions. Students would like to see a short cut or an "Apply Now Button" on Admissions web pages.

Regulations Compliance

EEOC Guidelines – These guidelines must be included in all recruitment materials. The guidelines cover topics such as sexual discrimination, discrimination because of religion or national origin, and sexual harassment.

NACAC Guidelines – The National Association for College Admission Counseling sets standards in their Statement of Principles for Good Practice in recruitment and admissions. These guidelines are followed by Admissions.

United States Immigration and Customs Enforcement (ICE) is a component of the Department of Homeland Security (DHS). Admissions complies with all (ICE) and (DHS) requirements regarding international students.

FERPA - The Family Educational Rights and Privacy Act (FERPA) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. These laws are followed by Admissions.

Staff Development

Admissions promote staff development. The Admissions staff has been involved in the following development in the past year and a half.

Conference / Workshops	Years Attended	No. of Staff Attending
Datatel Training	2008	3
Datatel Query Building Training	2009	4
Paraprofessional Retreat	2008	2
Student Success Services Retreat	2008/2009	4
Advisor Training	2007/2008/2009	2
Sexual Harassment Training	2008	4
Management Training	2009	1
DUG – Datatel User Group Conference	2008	1
NAFSA Training Academy	2009	1
How to design Newsletters, Brochures, Ads and More	2007	1
Challenge Course Facilitators	2009	2

University of Wyoming PCS Conference	2007/2008/2009	2
Student Affairs Council Retreat	2007/2008/2009	2
ActiveAdmissions Training	2009	2

Previous Recommendations

The previous review for Admissions was completed June 2003.

Previous Recommendations	Recommendation Report
Review the job description and travel requirements for the Admissions Counselor position for a better balance of on-campus and off-campus activities. (May 2003)	Task completed and position changed in 2004
Locate the Admissions Assistant and the Admissions Secretary in one office and cross train in some areas for better support. (Summer 2003)	Task completed and job title was changed to Admissions Office Assistant.
Review the Admissions activities in the Marketing Plan to consider elimination some activities, travel or mailing. Any new initiatives must involve a corresponding deletion of some other activity in order for staff to accomplish it. (June 2003)	Tasks were completed yearly and updated yearly
Continue to research technological advances to improve efficiency	Task completed and continually updating technology
Continue to enhance website services for prospective students and applicants	Task completed and continually updating
Add temporary clerical support for data entry of interest cards, high school list and admissions applications during peak times	Hired temporary support and task was completed
Increase budget line items for student worker salaries	Budget was enhanced

Update and replace older department brochures	Task was completed
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Section III: Focus on the Future

Assessment Reporting: Program Goals

1. Provide high quality and comprehensive marketing publications. Targeting different audiences and providing accurate and timely information.
 - Create and Design new promotional material with assistant from Marketing Team.
 - Solicit feedback from Service Area High School Counselors.
 - Create and use focus groups from local high schools to view and evaluate new print material.
2. Offer admission counseling to traditional and non-traditional, full-time and part-time, and international students.
 - Increase the number of counseling meetings with prospective students yearly.
 - Increase the number of campus visits yearly.
 - Process Admissions Survey and adapt to changes.
 - Increase contact with Service Area students through high school visits and scholarship visits.
3. Maintain a knowledgeable, informed, professional, friendly and honest staff.
 - Meet with Departments and discuss yearly changes to programs.
 - Create and process Admissions survey.
 - Develop ongoing training programs for Admissions staff.
4. Create and maintain communication management tracks in Colleague. Implement and maintain ActiveAdmissions.
 - Evaluate prospective student inquires
 - Evaluate applicant students year-to-date
 - Evaluate enrolled students year-to-date

Strengths, Limitations, and Opportunities

Strengths

1. The Admissions office strives on a daily basis to be a professional staff with strong customer service orientation.
2. The use of a flexible, student oriented approach to marketing that allows for personalized service and constant monitoring and adjustment in programs and events.
3. Strives to create high quality marketing publications and website services.
4. Has a comprehensive communication management program using Colleague and ActiveAdmissions.
5. Requests campus-wide involvement in Admissions events.
6. Offers a number of programs and individualized approaches to bring prospective students to campus.
7. Offers a personalized campus visit program designed to have prospective students meet with professors and tour the campus with Student Ambassadors.

Limitations

1. Recent budget cuts will limit the Admissions office in-state, out-of-state and international travel. Publications will also be effected by recent cuts and the type of publications and quantities will need to be reevaluated.
2. The Admissions office will have conflicts with student recruitment due to limited staff covering a (4) four state territory. This will limit the number of college planning days and college fairs Admissions can participate in.
3. The Marketing Team continues to review the Marketing Plan and recommend additional events and activities. At the time of the last program review in 2003, Admissions hosted (11) eleven events - Choices, Senior Day, (2) two Junior Days, Counselor Conference. During the 2009 -2010 academic year, Admissions will sponsor eight (8) events and support other WWCC events.

Opportunities

1. The Admissions office will have an opportunity to develop relationships with Service Area Counselors.
2. The Admissions staff will have a greater opportunity to reach prospective students with effective communication management tracks.
3. The Admissions office has an opportunity to pursue and develop an accelerated program for local adults.
4. The Admissions office has an opportunity to showcase their customer service skills build relationships with prospective students and their families.

Action Plan For Admissions

First Year: 2009/2010			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Implement ActiveAdmissions	To create awareness with prospective students	Completed student profiles	ActiveAdmissions implementation team, Webmaster, Admissions Staff and the Coordinator of Marketing and Publications
Increase on-line applications	Increase the number of on-line applications	Increase on-line application from previous year	Admissions Staff
Create Admissions customer service survey	Continue providing excellent service to all customers and identify areas for improvement	Fewer customer complaints and implement recommendations	Admissions Staff
Implement new Admissions communication tracks in Colleague	To streamline our communication with prospective students and families	To create seven (7) document tracks in Colleague	Admissions Staff

Second Year: 2010/2011			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Maintain ActiveAdmissions	Continue to update and regulate information on the website	Completion of professor profiles, student profiles and updated information	ActiveAdmissions implementation team, Webmaster, Admissions Staff and the Coordinator of Marketing and Publications

Follow-up on Admissions customer service survey	Continue providing excellent service to all customers and identify areas for improvement	Compare year-to-date information and implement recommendations	Joe and Admissions Staff
Targeted recruiting of Non-Traditional students	Increase non-traditional enrollment	Increase non-traditional student enrollment	Joe and Admissions Staff

Third Year: 2011/2012			
Task or Action	Purpose	Measure of Success	Who is Responsible?
Update ActiveAdmissions	Implement updates and new trends	Increase of completed profiles of prospective students, professors and continue to showcase WWCC	ActiveAdmissions implementation team, Webmaster, Admissions Staff and the Coordinator of Marketing and Publications
Update our current on-campus recruiting events	Create new events with the Marketing Team	To increase awareness and new recruiting events for Admissions	Admissions Staff

Appendices

Include – Viewbooks, postcards, stand alones and posters.